

Dunster House C-54
Harvard College
Cambridge 38
Massachusetts
May 16, 1964

Miss Nessa Ernstoff
Baldwin House
Smith College
Northampton, Massachusetts

Dear Nikki:

I hope that I have given you, Sabi, Ann and Nancy a clear view of the details of my proposed advertising venture. If I'm not wrong, I gather that Smith radio is well disposed to it, but has the matter of the C.R.C. contract to consider. I've given this a little thought since I've seen you and have come up with two possible solutions, one of which I believe I left you with. These solutions are based on the assumption that you place the value and necessity of the two news shows first, which I also feel is only natural.

As I pointed out to you, C.R.C. and I are interested in two different spheres of advertising. And from what I gather, they are not intending to expand into my interests. Neither do I intend to expand into theirs. So perhaps, if they are made aware of this fact, the 'exclusive agent' clause in their contract, which seems to be the main stumbling block holding up consumation of our contract, might be removed. In other words, they might be persuaded to consider my activities as non-prejudicial and non-harmful to theirs. In that way, you could sign both with C.R.C. and with me, rather than be forced to choose one and reject the other.

Secondly, if they are adamant about the 'exclusive agent' clause, our contract might be pared down so that the clause dealing with exactly those proposed advertisers among whom I would solicit would not fit into the restricted area of the C.R.C. contract. Naturally, this would greatly limit the number of potential advertisers, but at least it would be a start and you could be getting some benefit from my efforts as well as continue to get news, records and revenue via C.R.C.

These are, of course, only suggestions. You know your own situation best and will no doubt take final action that will provide the most beneficial course for Smith radio. I sincerely feel, however, that this will include a contract with me in one capacity or another.

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If you have any questions about my advertising work, please do not hesitate to keep in touch with me. I'm sure that I can clear up any doubtful points. My interests, though for different reasons, are the same as yours as concerns the welfare of your radio station. I believe that in working together, we can increase it quite noticeably.

By the way, just so that I might have some information on Smith, if you could provide me with, say, one hundred of the polls which I sent you, I would appreciate it very much. You wouldn't need to bother at all about tabulation, and the postage costs would be refunded. Also, I would appreciate a copy of your new rate card as I believe that this was the one which you would want made applicable in the case of my soliciting for Smith.

Thank you very much for your aid and co-operation. I enjoyed speaking with you and with the other girls concerning this matter.

Very truly yours,

Ira Rabkin
Ira Rabkin

